

Michael Houghton

3314 Robinhood Road • Tallahassee, FL 32312 • mike@mycotn.com • 850-212-4044 • www.mycotn.com

UX design lead with diverse experience ranging from directing in-house design teams to working as a “UX team of one” in the development of enterprise web and mobile applications

UX Manager + Strategist

The Taproot Agency (Mar 2024 to Present)

Taproot is a communication strategy and branding agency that provides informed counsel to inspire meaningful change.

Responsibilities: Lead user experience efforts, especially in the discovery phase of projects • Collaborate with the business development and manage projects • Provide strategic perspective and practical utility to the team

Projects & Clients: Florida Department of Children and Families, *The Facts. Your Future.* Campaign • Florida Department of Health • Ad hoc consulting

User Experience Architect

Kyra Solutions / IntelliRoad (Feb 2017 to Mar 2024)

Kyra Solutions is a technology company that designs and develops public sector web and mobile applications focused on the interactions between government and the people it serves.

Responsibilities: Work with clients and internal teams to design user interfaces for enterprise web and mobile applications—especially for Salesforce Government Cloud implementations and Kyra’s IntelliConnect V2X intelligent transportation product suite • Create interactive prototypes used to envision and test applications • Collaborate with the business development team on strategy and marketing • Provide leadership in the area of design thinking

Projects & Clients: Florida Prepaid College Board’s Salesforce experience portal integrations • IntelliConnect V2X mobile and web apps for the Florida Department of Transportation • Outdoor Florida web and mobile apps • Various prototypes and front-end development for state agency applications

User Experience Lead

WeatherSTEM / Ucompass (Oct 2012 to Jan 2017)

WeatherSTEM is a technology platform that integrates weather sensors into data-driven tools that provide safety notifications and STEM-based learning. WeatherSTEM was founded as a startup by Ucompass, the company that created the learning management system (LMS) used by the Florida Virtual School.

Responsibilities: Designed and developed STEM-based lessons that integrated live weather and agricultural data • Designed the LMS used by Florida Virtual School • Directed freelance designers • Led professional development events and student assemblies • Led business development webinars • Managed social media accounts

Projects & Clients: WeatherSTEM application and mobile app user interface design, Florida Virtual School LMS design, and the design and development of over 100 STEM-based lessons and a Meteorology course

Design Director

Homes.com (May 2004 to Sep 2012)

Homes.com is a leading national real estate technology company with a diverse range of marketing applications and services for agents, brokers, franchises, and multiple listing services.

Responsibilities: Directed a design team across four business units in the development of enterprise-level web applications for the real estate industry • Worked with the product development team to create new interface specs • Coordinated project goals and deadlines with the business and customer services teams • Created application architecture diagrams, wireframes, and prototypes • Designed the user interface for control panels and other tools • Designed site templates for franchises, brokers and agents

Projects & Clients: Homes.com site design, Homes Connect broker management application design, Homes.com style guide, RE/MAX site design, and ERA site design

Design Director

Mainline Information Systems (Mar 2001 to May 2004)

With more than 500 employees nationwide, Mainline is an IBM business partner and consulting firm with a broad suite of information technology products and services.

Responsibilities: Designed user interfaces for web applications and websites • Created budgets, managed projects and facilitated discovery meetings

Projects & Clients: Southern Poverty Law Center "Beholder" database user interface design, Regions Bank sub-site designs, and Digital Canopy branding project

Creative Director

LearnSomething (Jan 2000 to Jan 2001)

LearnSomething was a corporate eLearning company that built curriculum for a custom Learning Management System.

Responsibilities: Managed the creative department • Designed continuing education courses and the user interface for the corporate LMS • Worked with instructional designers to develop new courses

Projects & Clients: LearnSomething LMS user interface design

Design Lead

Interactive Training Media (May 1996 to Jan 2000)

Designed CD-ROMs and kiosks for the health care, education, and forestry industries • Programmed applications • Managed projects • Created a forestry kiosk for the Innoventions Pavilion at Epcot in Walt Disney World

Designer & Supervisor

Interlight Productions (May 1989 to Sep 1993)

Supervised a team of designers creating user interfaces for CD-i projects • Used proprietary authoring tool to program discs • Created storyboards and illustrations • Planned and designed games • Created traditional cell animation and computer-generated animation • Managed projects

E D U C A T I O N & T O O L S

M.S. in Communication, Florida State University (Apr 1996)

Emphasis in new media technologies • Created award-winning program featured at MILIA '95 in Cannes, France

B.S. in Graphic Design & Advertising, Florida State University (Apr 1989)

Double-major in Graphic Design and Advertising • Magna Cum Laude • Delta Tau Delta Fraternity

Tools: Adobe Creative Suite, Figma, Salesforce Government Cloud, Microsoft Dynamics, Azure DevOps, Asana, WordPress, Canvas, HTML, CSS, and JavaScript

C O M M U N I T Y

Founder, Refresh Tallahassee (*lead a local Meetup group of over 900 members focused on front-end design & development*)

UX Mentor, Domi Station (*volunteer as a mentor for a local startup incubator and co-working space*)

Member, AIGA Tallahassee (*participated as a member in local chapter*)

Event Organizer & Partner, ConvergeFL Conference 2012 (*organized the inaugural Florida-based event for ConvergeSE*)

Project Leader, Honduras Water System Installations (*led 3 teams on relief projects in Roatan, Honduras*)

Founding Board Member, Tallahassee Fuller Center for Housing (*established the local chapter*)

Team Member, Habitat for Humanity (*participated in several home builds*)

[in https://www.linkedin.com/in/mikehoughton](https://www.linkedin.com/in/mikehoughton)